

# BIAN

Creative designer/media artist who does visuals in digital space, self-taught in visual communication, trained in post-digital storytelling, specialising in the vast in-between, working as a design technologist in luxury, practicing media art and critical design around the topic of digital geopolitics, lecturing at the Royal College of Art and China Academy of Art, exhibited works in London, Eindhoven, Athens, Dublin, Shanghai, Hangzhou, Beijing, Kaohsiung, completed commercial art commissions from Burberry, Harrods, Nike, BMW and Arc'teryx through the years.

## Education

- **Nanchang Institute of Technology** (2011-2015, China) Bachelor of Arts: Advertising
- **Royal College of Art** (2017-2019, UK) Master of Arts: Digital Direction

## Work Experience

- **Tom Ford Beauty-APAC** (2022-2022, Creative Manager, Shanghai)  
Localised global assets across all brand's e-commerce platforms and social channels in China. Supported local content creation for PR/Marketing outreach.
- **Burberry-Global** (2022-Present, Freelance Art Director, Remote)  
Design festive gifts, create emotive video assets, and develop client-engaging in-store workshops for all regions.
- **Burberry-APAC** (2019-2022, Digital Designer, Shanghai)  
Designed and developed interactive visual experiences for brand social channels. Hands-on graphic design, 2D/3D motion design, video editing, creative coding, and prototyping for multimedia creative projects. Recruited and led vendors to execute design/shooting/CGI/AR and other innovative projects. Assisted and provided aid in different art and culture projects, and connected the artist for commercial commissions.
- **Aexele** (2016-2017, Senior Designer, Shanghai)  
Explored innovative mediation for digital advertising, designed and developed a web-based virtual reality experience for Edition hotel. Recruited and mentored junior members of the creative team.
- **C'monde Studio** (2015-2016, Graphic Designer, Hong Kong)  
Brand visual identity and marketing materials design and production.
- **ORÈS Group** (2014-2015, Intern, Shanghai)  
Created art direction, key visual, motion graphic, and typography design for advertising campaigns. Clients include: Decathlon, Vichy, Ashley, L'Oreal, Philips, Caudalie.
- **NC Crossover Art Space** (2012-2013, Intern, Nanchang)  
Developed and managed public-facing art events, concerts, film screenings, and group exhibitions. Facilitated workshops, and temporary learning environments for communities, artists, and industrial clients. Designed printing/digital promotional materials for events.

## Teaching Experience

- **Royal College of Art** (2022, Visting Lecturer)  
Visiting lecturer to the MA Digital Direction course discussing Anthropocene and Decolonising Design as part of the Storytelling for Change in times of ecological, human rights, and climate crisis program at the School of Communication.
- **China Academy of Art** (2021, Visting Lecturer)  
Visiting lecturer to the BA Art and Technology, Digital Media Art course leading practice-based workshops in media art with a focus on virtual avatar creation through trans-media storytelling for the International Collaborative Design Curriculum at the School of Design and Innovation.

## Publications

- **Tokyo TDC Vol.30**  
Published by Tokyo Type Directors Club (Japan)
- **Animal Graphics**  
Published by Sandu Publishing (Hong Kong)
- **CTA Vol.3**  
Published by Creative Talk in Asia (Taiwan)
- **The New Generation of Packaging**  
Published by Basheer Graphic Books (Singapore)
- **Podium Magazine**  
Self-Publishing (UK)

## Skillset

Graphic Design/Sound Design/Film Making: Adobe Creative Suite  
Creative Coding: Processing, Openframeworks, HTML/CSS, Unity 3D, AR Kit/AR Core, WebAR/WebVR  
CG Animation/Visual Effects: Cinema4D  
Art Direction  
Design Research

## Group Exhibition

CTA-Hidden Gem Invitational Exhibition (2017, Kaohsiung. Taiwan))  
Royal College of Art WIP show (2018, London. UK)  
Native Instincts (2018, London. UK)  
Royal College of Art Degree show (2019, London. UK)  
Motyf International Festival of Interactive & Motion Typography (2019, Dublin. Ireland)  
Internet Yami-ichi (2020, Shanghai. China)  
Wake Up in 2020 (2020, Hangzhou. China)  
Dutch Design Week (2020, Eindhoven. Netherlands)  
Shanghai Young Art Fair (2020, Shanghai. China)  
17th Athens Digital Arts Festival (2021, Athens. Greece)  
16th Shanghai Youth Art Biennial (2021, Shanghai. China)  
Burberry Generation (2021, Shanghai. China)  
Burberry Generation (2022, Chengdu. China)  
BXQ2022 Experimental Images Week (2022, Beijing. China)  
West Bund Art Fair (2022, Shanghai. China)  
Demonstration-The Art of Decision-making Techniques(2023, Shanghai. China)

## Solo Exhibition

A Trio of Tales(2023, Madein Gallery Shanghai. China)

## Honours

GDC Excellent Mentor-GDC Award (2021, China)  
Inclusion in Tokyo TDC Annual Book-Tokyo Type Directors Club (2018, Japan)  
Best VR Entertainment Award-China VR/AR/MR Creation Contest (2018, China)  
Distinction-Royal College of Art (2018, UK)  
Outstanding Alumni-Nanchang Institute of Technology (2015, China)  
Admission Scheme for Mainland Talents and Professionals (2015, Hong Kong)  
Kan Tai-Keung Design Award (2014, China)